



AREU Digital Marketing Training

Day 1, Part 2

BY

AREU GENERAL MANGER

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Social Media Marketing: Major Social Media

1. Facebook (Social networking)

Headquarters: Menlo Park, CA

Founded: 2004

Active Monthly Users: 2.45 billion

2. Twitter (Microblogging)

Headquarters: San Francisco, CA

Founded: 2006

Active Monthly Users: 330 million

3. LinkedIn (Social networking)

Headquarters: Mountain View, CA

Founded: 2003

Active Monthly Users: 310 million

4. Instagram (Photo sharing)

Headquarters: Menlo Park, CA

Launched: 2010

Active users: 1 billion

Social Media Marketing: Major Social Media

5. Snapchat (Photo sharing)

Headquarters: Los Angeles, CA

Founded: 2011

Active Monthly Users: 360 million

6. Pinterest (Photo sharing)

Founded: 2010

Headquarters: San Francisco, CA

Active Monthly Users: 322 million

7. Reddit (photo sharing)

Founded: 2005

Headquarters: San Francisco, CA

Active Monthly Users: 430 million

8 YouTube (Video sharing)

Founded: 2005

Headquarters: San Mathew,
CA

Active Monthly Users: 2
Billion

Search Engine Optimization(SEO)

- Search engine optimization (SEO) refers to a number of strategies designed to boost your rankings in online search results.
- SEO stands for **Search Engine Optimization**, which is the practice of increasing the *quantity* and *quality* of traffic to your website through *organic search engine results*.
- When your website ranks at the top of search engine results pages (SERPs), more qualified leads will find and contact you when searching for products or services related to your business
- In other words, higher search rankings translate into more leads, phone calls, and revenue for your company.
- It's important to remember that SEO is a long-term strategy, so don't expect to see results overnight. While SEO requires regular upkeep to maintain top rankings, the results are well worth the investment for your business.

What goes into SEO?

Quality of traffic. You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really, you're a farmer selling apples, that is not quality traffic. Instead, you want to attract visitors who are genuinely interested in products that you offer.

Quantity of traffic. Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better.

Organic results. Ads make up a significant portion of many SERPs. Organic traffic is any traffic that you don't have to pay for.

SEO Strategies

On-page SEO: This SEO focuses on the content that's "on the page," and how to optimize that content to help boost the website's ranking for specific keywords.

Off-page SEO: This SEO focuses on the links that are directing to the website from elsewhere on the internet. The number of "backlinks," and the publishers carrying those links, that link to your website help you build trust in the eyes of a search engine. This causes your website to rank higher as a result.

Technical SEO: This SEO focuses on a website's architecture, examining the backend of that website to see how each webpage is "technically" set up. Google cares as much about the *code* of a website as it does its content, making this speciality quite important to a website's search engine ranking.



Create

Create quality content that answers searchers' questions



Clean up

Clean up your site's code and increase page speed



Streamline

Streamline your site's design and navigation to improve user experience (UX)



Earn

Earn backlinks from reputable sites



Name

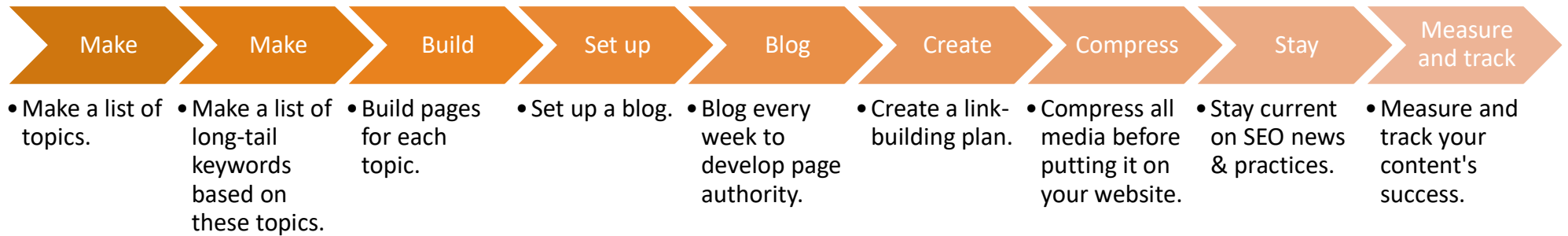
Name the photos and videos



Make

Make sure to not add heavy data in to the website

SEO Strategies



SEO Content Strategies

Website



**WEBSITE CAN
SERVE AS
VIRTUAL SPACE
FOR YOUR
BUSINESS**



**CAN BE
ACCESSIBLE ANY
WHERE IN THE
WORLD**



**YOU CAN DISPLAY
THE PRODUCT
AND SERVICE**



**YOU CAN
COLLECT
REQUIRED
INFORMATION/D
ATA**



**YOU CAN SELL
YOUR PRODUCT
/SERVICE**



**YOU CAN
PROMOTE YOUR
BUSINESS/BRAND
AND PUBLICLY**



**YOU CAN DO
ONLINE
REPUTATION
MANAGEMENT.**

Social Media metrics/Measurements

QUANTITATIVE

- Followers/Fans
- Engagement(Comments, shares, retweets...)
- Timing (time spent by audience and they are online)
- Click through rate (CTR) (Driving to website/install..)

QUALITATIVE

- Influences (google and tweeter ranking, searchability)
- Sentiment /feelings(Tone of conversations around the topic)
- Conversation drivers (customers/visitors' feelings, concerns about product/comparators)
- Pro tip (what to do with collected data)

Strategies and tactics for success in Social Media



CONTENT:
EVERYTHING YOU
POST IS CONTENT.
CONTENT WITH
PHOTOS GETS
MORE
ENGAGEMENT(39
%+)



POST TIMING :
TRY TO POST
WHILE MOST OF
FOLLOWERS
ARE ONLINE



MODERATION:
BUILD SENSE OF
SAFETY,
RESPONSE TO
NEGATIVE
COMMENTS..



ENGAGEMENT:
INTERACT WITH
CUSTOMERS,
INCREASE
RESPONSE RATE



COMMUNITY:
TRY TO MAKE
THE
AUDIENCE
PART OF YOUR
COMMUNITY



USER FLOW:
DIRECT USER
WHERE YOU
WANT THEM TO
GO(WEBSITE,
LOCATION)



CREDIBILITY:
GRAMMAR FREE
SENTENCES,
FACTUAL
INFORMATION,
NOT SHARING
RISKY LINKS.....

Tips and Guidelines for online social interaction

- Don't spam(be tactful, classy and don't send spam by sending massive invites to like your brand through your personal account.
- Posting: try to post directly from Facebook itself
- Say no to clustered updates(Don't post too many post in a short span of time)
- Name by using @name of another community while talking
- Highlight important posts in your timeline
- Page favorites
- Posting: try to post directly from Facebook itself

Facebook tactics and tools

Tactics	Tools	Objectives	Expected outcome
Facebook	<ul style="list-style-type: none">• Page promotions• Sharing• Campaigns• Page sponsorship• Paid Ads• Content creation• Products promotions• Events promotion	<ul style="list-style-type: none">• Awareness• Reputation building• Consideration• Conversion• Green energy promotion• Influence	<ul style="list-style-type: none">• Increased public awareness• More sales and revenue is reached• page likes and visitors increased• page engagements increased

YouTube tactics and tools

Tactics	Tools	Objectives	Expected outcome
YouTube	<ul style="list-style-type: none">• YouTube channel creation• Content creation• YouTube ads• Promotional videos development	<ul style="list-style-type: none">• Presence in YouTube• Awareness raising• Reaching more people• Influenced• Gaining more customers	<ul style="list-style-type: none">• Increased public awareness• reached more sales and revenue• Brand promoted

Linked tactics and tools

Tactics	Tools	Objectives	Expected outcome
Linked in	<ul style="list-style-type: none">• Linked profile creation• Products promotions• Knowledge sharing• LinkedIn courses• Linked in ads	<ul style="list-style-type: none">• Profile creation• Brand promotion• Awareness rising• Coordination and networking• Linkage development• Influence• Advertisement	<ul style="list-style-type: none">• Business relates to professional around the globe• Business profile is promoted with national and regional business forums

Google tactics and tools

Tactics	Tools	Objectives	Expected outcome
Google	<ul style="list-style-type: none"> • Google ads development • Display ads promotion • Pay per clicks ads • YouTube ads • Creating AdSense account for business • Creating google analytics account for business website • Promoting Business in internet • Promoting renewable energy in google 	<ul style="list-style-type: none"> • Presence in biggest search engine • Appearance in search engine • Influence in internet • Publicity • Influence • Conversation • Online reputation development • Prospects guide to company locations or sales points 	<ul style="list-style-type: none"> • Increased sales and revenues • Maximum publicity • Brand promotion • Influences • Locations are easily accessible to customers and prospects.

Website tactics and tools

Tactics	Tools	Objectives	Expected outcome
Website	<ul style="list-style-type: none"> • Off page Search engine optimization • On page search engine optimization • Quality content creation for company website • Generating website visitors analytical reports • Ensuring leads and conversion from business website • Promoting company website in Google ranking • Promote company website in other rankings 	<ul style="list-style-type: none"> • Presence in world wide web • Accessibility to stakeholders and customers • Reputation building • Brand promotion • More reach • Consideration • Conversion • Sales • Revenue 	<ul style="list-style-type: none"> • Responsive and good-looking website is developed/upgraded • Company online database is developed • Company products are available and visible • Visitors are increased • Quality content is created • Page ranking is increased • Page appearance is high in google search ranking • Website is updated regularly • Content is maintained updated • Website visitors analytic report is generated regularly



Thank you
